

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

Applicant: Wong et al.  
Title: PRODUCT SELLING AND  
PRICING SYSTEM AND  
METHOD  
Appl. No.: 10/001,580  
Filing Date: 11/1/2001  
Examiner: Elisca, Pierre E.  
Art Unit: 3621  
Confirmation Number: 2720

**AMENDMENT AND REPLY UNDER 37 CFR 1.111**

Mail Stop **AMENDMENT**  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Sir:

This communication is responsive to the Non-Final Office Action dated July 15, 2009, concerning the above-referenced patent application.

**Amendments to the Claims** are reflected in the listing of claims which begins on page 2 of this document.

**Remarks/Arguments** begin on page 6 of this document.

Please amend the application as follows: